

Japanese Food Promotion Reception 2026

On March 31, 2026, Ambassador Shibata hosted a reception at Ambassador's official residence to showcase the appeal of Japanese food and beverage products. The event brought together executive managements of leading hotels in Addis Ababa, Ethiopian Airlines, food and beverage importers, and key consumer groups, including members of the local affluent community, the Diplomatic Corps and UN agencies. Guests enjoyed tastings and displays of wagyu beef; seafood such as hamachi (yellowtail), tai (sea bream) and hotate (scallops); apples; sake; Japanese whisky and wine; microwaveable packaged rice; and instant cup noodles. Leading Japanese restaurants in Addis Ababa supported the event by setting up booths and serving Japanese dishes.

In addition to generating strong interest in Japanese food and beverage products among leading hotels and importers, the event facilitated networking between Japanese stakeholders such as JETRO and Japanese companies in Ethiopia, and Ethiopian stakeholders such as leading hotels and importers.

Picture1



Picture2



Picture3



Picture4



Picture5



Picture6



Picture7



Picture8

